

Organic Perspectives

Special Edition: International Update

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Next Newsletter in September 2003

This edition is dedicated to recent news on international organic issues, markets, and legislation. For further information, contact Stephanie Riddick, (202) 205-3771, Stephanie.Riddick@fas.usda.gov.

OCIA is Approved as Registered Foreign Certification Organization in Japan

Japan's Ministry of Agriculture, Forestry and Fisheries notified the Organic Crop Improvement Association (OCIA) that they are approved to certify U.S. organic products to the Japan Agriculture Standards. This decision will facilitate more exports of U.S. organic commodities into the Japanese market. Previously, certification documents had to be sent to Japan for review and approval. Now certification decisions can be made at the OCIA offices in Lincoln, Nebraska. It is now likely that the time and expense needed to gain approval for organic exports to Japan will be decreased significantly and may encourage new exporters to seek out this promising market.

For more information visit the OCIA Web site at <http://www.ocia.org>.

Regional Organic Label in Germany Authorized by the European Union

The EU gave permission for the use of a regional organic label to be used on local products in the German State of Baden-Württemberg. German products also use a national organic label. As a result, other regions both in and out of Germany may also follow this example.

The Minister of Agriculture for Baden-Württemberg claims that the new organic label will ensure that quality products from the region are clearly recognized. It is speculated by some that this label will be a means of marketing local products and distinguishing them from other regions in the EU.

For more information visit the BioFach Newsletter at <http://www.biofach.de>.

20 Million Euros to be Invested by Italy on Organics Campaign

Italy is set to invest 20 million EUR in a press and television organic marketing campaign. Until now, organic companies like Mustiola or Apofruit had different strategies for providing information about organic food. Some companies had targeted schools and others used the media, including television. Eighty advertisement pages have been booked in trade journals and 300,000 leaflets and posters printed for this campaign.

(Source: BioFach Newsletter at <http://www.biofach.de>)



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Natural Product Sales Rise to \$36 Billion in 2002

The *Natural Foods Merchandiser* reported that Americans increasingly are purchasing natural and organic foods. They bought more than \$36 billion of these products in 2002. Sales were strong in organic produce, frozen and refrigerated foods, nutrition bars, organic beer and wine. Sales of these products continue to increase despite a sluggish economy and uncertainty about the future by consumers.

(Source: Natural Foods Merchandiser, <http://www.nfm-online.com>)

Brazil: Organics Go to Rio de Janeiro

The trend to organic not only continues in Europe, the United States and Japan but is also growing in South America. Together with the German Development and Investment Association (DEG) and under the patronage of IFOAM (International Federation of Organic Agriculture Movements), Nürnberg Global Fairs, the international subsidiary of NürnbergMesse, is therefore organizing the first BioFach Conference for the market of the future in Brazil. Experts from Latin America and Europe will meet in Rio de Janeiro on 25/26 September to discuss their views and strategies for the Brazilian organic market. Main themes at the conference will include certification, marketing and promotion of organic agriculture. Events in the main room of the conference will be translated simultaneously into English, Portuguese and Spanish.

(Source: BioFach at <http://www.biofach.de>)

A FAS report on the Brazilian Organics market can be found at: <http://www.fas.usda.gov/agx/organics/attache.htm>.

OTA Seeks Comments on Fiber Processing Standards

The Organics Trade Association (OTA) is soliciting comments on the, "OTA American Organic Standards – Fiber: Post Harvest Handling, Processing, Record Keeping and Labeling." Members of the organization and the public are encouraged to submit their views by August 4, 2003.

(Source: OTA at <http://www.ota.com>)

Web Round-Up: European Organics

- o **European** Market Revenues to exceed \$1 billion in coming years (<http://www.researchandmarkets.com>)
- o The **Spanish** National Ministry of Agriculture (MAPYA) released its national strategic plan for organic farming. It is available online at <http://www.mapya.es/alimentacion/pags/encuesta/introduccion.htm>
- o According to just-food.com, the **Spanish** government has allocated 80 million Euros (US \$95.2 million) to boost organic farming by 2006.
- o The **Danish** Minister of Food, Agriculture and Fisheries has launched a nationwide campaign to promote organic food products in Denmark. The campaign, backed by the Danish agriculture council Landbrugsraadet, the Danish Consumers Council and the Danish Organic Food Association, will cost a total of Dkr 5.0 million (US \$0.79 million). (Source: <http://www.just-food.com>)
- o The **UK** Department of Environment, Farming and Rural Affairs has released the first statistical notice for organics. The report is available at <http://statistics.defra.gov.uk/esg/statnot/orgeng.pdf>.

Global Organic Update

International: The International Society for Organic Agriculture Research (ISOFAR) was launched on June 20, 2003. The Web site for the group is available at <http://www.isofar.org>. ISOFAR seeks to promote innovations in organic agriculture, animal welfare orientated health and husbandry.

United States Negotiations: On June 23-24, representatives from USDA met with European Commission (EC) representatives in Brussels for organic discussions. This marked the fifth meeting since discussions were first launched in July of 2002. Parties remain optimistic about concluding an agreement that will facilitate trade, and were able to begin conceptualizing what a draft agreement would include. (Source: Allison.Thomas@fas.usda.gov)

Tunisia: BioFach reports that Tunisia is in the process of developing an organics industry. The beginnings of organic farming in Tunisia developed to a large extent secretly in the eighties. Today there are 250 organic farms with an area of 16,800 ha, of which 74 percent is used for growing olives. Dates, jojoba, almonds, fruit and vegetables, honey and aromatic plants are also produced. (Source: BioFach at <http://www.biofach.de>)

Czech Republic: According to the *Organic Standard*, a new association of organic food retailers held its first meeting in Lednice, Czech Republic on June 19, 2003. The major goal of the organization will be to maintain high standards for organic food retailers and to work with other organic organizations. (Source: The Organic Standard at <http://www.organicstandard.com>) In 2002, organic farmland rose by 8 percent. The Czech Republic now boasts 235,000 hectares of organic land. (<http://www.organicmonitor.com>)

USDA News

FAS Organic Products Web Site

- The FAS Organic Products Web site at <http://www.fas.usda.gov/agx/organics/organics.htm> offers constant updates in the "Hot Markets" section. Visit the page frequently for the latest news!
- The most recent FAS international report on organics markets and issues includes:
 - Portugal's Organic Products Market
- Are you a U.S. organic producer? Take the Organic Trade Initiative Survey to help the Organic Trade Association (OTA) and USDA develop better programs!

FAS Allocates 2003 Market Access Funds for Organics Export Promotion

FAS made its annual allocation of the Market Access Program (MAP) funds for the Organics Trade Association (OTA). OTA will receive more than \$73,000 to promote U.S. organic exports in the 2003 program year, which begins on September 1, 2003. OTA will continue its partnership with four State Regional Trade Groups (SRTGs) that will also receive funding to promote organics exports. The SRTGs assist individual companies through the MAP Brand Program.

More information is available at <http://www.fas.usda.gov> or call (202) 720-6343.

Plan for BioFach 2004!!

The FAS Trade Show Office and the FAS Office of Agricultural Affairs at the American Embassy in Berlin invites you to exhibit your products under the USA Pavilion at BioFach 2004. BioFach, held annually, is the world's largest organic trade show. The 2004 show is scheduled for February 19-22 at the Exhibition Centre in Nuernberg, Germany! The 2003 edition of BioFach was bigger and better than ever, welcoming 1,977 exhibitors occupying 66,214 square meters of exhibition space, with 29,752 visitors.

For more information, contact Sharon Cook in the USDA/FAS Trade Show Office at Sharon.Cook@usda.gov or (202) 720-3425.

Upcoming Events

For a complete list of events, visit the FAS Organic Products Web site "[Calendar of Events for the Organic Industry](#)".

International

- **August 18-22** – 6th IFOAM Asia Conference, Yangpyung, Korea. For more information visit <http://www.ifoam.org>.
- **October 9-11** – BioFach Japan, Tokyo, Japan. For more information visit <http://www.nuernbergglobalfairs.com/va/BioFachJapan2003/uebersicht.html>.
- **October 18-20** – NATEXPO (formally the DIETETIC), Organic Health and Dietetic Trade Show, Paris, France. Contact information: Sylvie Dalouche, (33-1) 49 09 6068, sdalouche@comexpo-paris.com.
- **December 3-5** – **NEW DATE!** - Natural Products Expo Asia, Hong Kong. For more information visit <http://www.naturalproductsasia.com>.

Domestic

- **September 4-7** – Natural Products Expo East (Organic Products Expo – Biofach America), Washington, DC. For more information visit <http://www.naturalproductsexpo.com>.

ADDITIONAL RESOURCES:

- ❑ **FAS, AgExport Services Division's Organic Page** <http://www.fas.usda.gov/agx/organics/organics.htm>
- ❑ **National Organic Program** Web site - <http://www.ams.usda.gov/nop>

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Editor's Note: As publishers of *Organic Perspectives*, USDA-FAS AgExport Services continuously strives to maintain a partnership with the organic bod community by sharing information and providing export assistance through our many export program services. For more information on how we might support your company in establishing opportunities abroad, please contact us at (202) 205-3771.

